

**SITUATIONAL ANALYSIS**  
**Loomis Library and Community Learning Center**

What have been the successes and accomplishments of the Loomis Library since its opening as a Town of Loomis resource?

- 1.
- 2.
- 3.

What have been some of the challenges or problems that have occurred since opening?

- 1.
- 2.
- 3.

Identify the 3-5 external issues significantly influencing the present reality of the Loomis Library and shaping its future.

- 1.
- 2.
- 3.
- 4.
- 5.

Identify the 3-5 internal issues significantly influencing the Loomis Library present reality and shaping its future.

- 1.
- 2.
- 3.
- 4.
- 5.

What are the three important results that the team overseeing and operating the must accomplish well in managing and operating the Library?

- 1.
- 2.
- 3.

## SWOT EXERCISE



<p>What are the internal <b>STRENGTHS</b> that help the LLCLC succeed?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p>What are external <b>OPPORTUNITIES</b> to take advantage of in order for the LLCLC to succeed?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
<p>What are the internal <b>WEAKNESSES</b> that hinder the LLCLC in succeeding?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<p>What are external <b>CHALLENGES or THREATS</b> to overcome in order to succeed?</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>

## MISSION STATEMENTS - YOUR PURPOSE

*Mission statements define the fundamental purpose of an organization, succinctly describing why it exists and what it does to achieve its vision*



In one sentence, articulate the Loomis Library's mission/purpose.

- Why the Loomis Library and Community Learning Center exists?
  - What does the Loomis Library and Community Learning Center do to accomplish its vision?
  - Whom do you serve?
  - What kind of services do you provide and where?
- 
- 

### Sample Mission Statements

- Provide quality resources and innovative services to stimulate creativity, intellectual curiosity, and to facilitate lifelong learning and research within the communities we serve.
- Improve and enrich the lives of our users through information, education and recreation.
- Enriches lives by fostering lifelong learning and by ensuring that every member of the community has access to a vast array of ideas and information.
- The **Library** provides community members of all ages with convenient access to high quality resources and services to inform and enrich individual and community life.
- **X Public Library** provides free and equitable access to cultural and educational experiences. We celebrate ideas, promote creativity, connect people, and enrich lives.
- The X Public Library brings people, information and ideas together to enrich lives and build community.
- To be the cultural, educational and informational heart of the City.

## VISION STATEMENTS: DEFINING SUCCESS

*A vision statement describes the desired outcome of an organization if it is successful in accomplishing its mission. Vision statements should describe the results (outcomes) of what the organization does, and why those results are important.*



Circle the 3-5 desired outcomes that should definitely occur if the Loomis Library and Community Learning Center was successful in accomplishing its mission.

The Loomis Library and Community Learning Center is.....

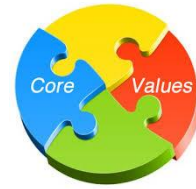
- Fun
- Engaging
- A great place for families
- Diverse & inclusive
- Sustainable
- Committed to exceptional customer service
- Vibrant
- Attractive
- Educational
- Life Enriching
- Creative
- Inclusive
- Inviting
- Other? \_\_\_\_\_

### Sample Vision Statements

- Your place to learn, share, and create.
- The Library will foster the spirit of exploration, lifelong learning, the joy of reading, and the pursuit of information and knowledge for all ages and cultures.
- The Library aims to provide a center for information and discovery through innovative programming, robust collections, and responsive services. The Library is a place for Belmont to learn, share and create.

## VALUES STATEMENTS: SHARED BELIEFS & PRINCIPLES

*Values are the beliefs that are shared among the elected & appointed officials, employees and other stakeholders the Town and Loomis Library & Community Learning Center. Values drive organizational culture and provide a framework in which decisions are made. Values become what the Library is known for and guide its day to day operations in working with internal & external customers.*



Circle the 5-7 Values that you believe should be guiding principles for the Loomis Library and Community Learning Center's Friends Board, employees and volunteers. We are always....

Forward thinking	Fair	Flexible	Accountable
Responsive	Committed	Teamwork	Results Oriented
Friendly	Integrity	Transparent	Respect
Collaborative	Inclusive	Dependable	Honest & Ethical
Innovative	Accountable	Credible	Caring – Kind
Visionary	Service Excellence	Community oriented	Enthusiastic/Energetic
Honesty	Service	Effective	Reliable
Learning	Efficient	Quality	Progressive
Diligent	Disciplined	Fun	Strategic
Diversity	Professional	Leadership	Entrepreneurial
Communicative	Engaging	Facilitative	Supportive
Stewardship	Accessible	Reliable	Affordable
Other?			

## PUROSE AND COMPONENTS OF A STRATEGIC PLAN

Align the Library's mission and values with those of the Town of Loomis while also articulating the Loomis Community's unique vision for the Library's future. A strategic plan builds on expertise and accomplishments, addresses internal and external challenges, and looks to future opportunities to serve our community.



## EXAMPLES OF STRATEGIC INITIATIVES

1. The Library is accessible, comfortable, convenient and satisfying for users.
2. A current and diversified collection of materials is maintained to promote reading and respond to community demand for current titles, topics and formats from its core customers and users.
3. Reliable mainstream technology is utilized to extend access to library services and improve staff efficiency.
4. Services and programs for children and teens that encourage intellectual curiosity, promote educational achievement and foster a love of reading are provided.
5. Programs and events are planned and held at the Library to encourage reading, creativity, lifelong learning and sense of community.
6. Additional revenues and funding are acquired that allow the library to expand or enhance services beyond those provided from tax support from Measures F&G.
7. Utilization and satisfaction of library users and supporters is increased through marketing, promotion and outreach.
8. The library partners with community based organizations, other local libraries, the school district and other partners to leverage capacity and expand services.
9. A long term and sustainable strategy for staffing and operations is developed to insure success and viability in the future.

